

## Message Text

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PAGE 01 CARACA 14583 171927Z  
ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W  
----- 048216 /66

R 171525Z DEC 76  
FM AMEMBASSY CARACAS  
TO SECSTATE WASHDC 6024

UNCLAS CARACAS 14583

E.O. 11652: N/A  
TAGS: BPRO, VE  
SUBJ: FOREIGN LICENSING OPPORTUNITY: ITT AMERICAN  
ELECTRIC STREET LIGHTING EQUIPMENT: OPPORTUNITY NO. 11-76-084

REF: STATE A-5491, NOVEMBER 11, 1976

1. EMBASSY HAS CONTACTED A TOTAL OF TEN VENEZUELAN LIGHTING PRODUCTS MANUFACTURERS AND HAS DISCUSSED THE LOCAL MARKET SITUATION WITH THE APPROPRIATE GOVERNMENT AUTHORITIES. OF THE TEN FIRMS CONTACTED, ONLY ONE EXPRESSED INTEREST IN DISCUSSING DETAILS AND TERMS WITH ITT.
2. THERE ARE SEVERAL REASONS FOR THE LIMITED LEVEL OF LOCAL INTEREST. ONE IS THE COMPETITIVE FACTOR. THERE IS ALREADY SUBSTANTIAL LOCAL PRODUCTION OF STREET LIGHTS. SECONDLY, AGENCIES OF THE GOV WOULD BE THE PRINCIPAL BUYER. AS THESE GOV AGENCIES ARE EXEMPT FROM THE PAYMENT OF IMPORT DUTIES, THEY HAVE MORE LEEWAY IN IMPORTING ITEMS PRODUCED LOCALLY, DEPENDING ON THEIR COST OR PERFORMANCE CRITERIA. THIS MEANS THAT A LOCAL LICENSEE MIGHT HAVE DIFFICULTIES IN REACHING OR MAINTAINING NECESSARY ECONOMIES OF SCALE.
3. THE FIRM LISTED BELOW IS A DIVISION OF A LOCAL COMPANY WHICH MANUFACTURES DOMESTIC LIGHTING FIXTURES, FLUORESCENT LIGHTING FIXTURES, AND IS A DISTRIBUTOR FOR A VARIETY OF IMPORTED ELECTRICAL PRODUCTS AND COMPONENTS. THE FIRM IS ONE OF THE FEW

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IN ITS FIELD WITH A NON-FERROUS CASTING CAPABILITY. THE FIRM IS:  
ILUVECA  
QUINTA LEJANIA  
CALLE CALIFORNIA, LAS MERCEDES  
CARACAS 106, VENEZUELA  
ATTN: MR. F. STRAZZERA, PDT.

ENGLISH-LANGUAGE CORRESPONDECNE IS ACCEPTABLE TO MR. STRAZZERA.  
VAKY

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NNN

## Message Attributes

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**TAGS:** BPRO, VE  
**To:** STATE  
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